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TOPIC OF THE PH.D PROGRAMME:

A STUDY ON GREEN MARKETING PRACTICES AND PERFORMANCE OF FOOD SERVICE SECTOR IN KERALA

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INTRODUCTION

Earth is the only planet in the solar system which is having environment – a sole factor for the existence of life. Environment consist living organisms and non-living factors such as water, soil, sunlight, trees and other natural resources which support the life on the earth. When the environment is protected, it protects everything which relay on it. In the present scenario, the quest for protection of environment is increasing, as the society is facing severe environmental issues which cause harm to the entire biodiversity. The important issues include global warming, climate change, ozone depletion, pollution of air, water and soil, deforestation and so on. India passed the Environmental Protection Act (EPA), in 1986, as a result of Bhopal gas tragedy. Various sustainable development programs are also put forward by the government, which help to preserve the natural resources. As a part of these initiatives, business organisations are now encouraged to involve in green or eco-friendly practices. An organisation which is engaged in greening its functions gets more acceptance from consumers and general public as they are worried about environmental issues (Sunny Ham, and Seoki lee-2011). So the current buzz word in business field is "green marketing".

Green marketing is the marketing of products that are believed to be environment friendly, which organizes into various activities such as product adjustment, modification of production process, packaging, labelling and advertising strategies as well as increased awareness on compliance marketing among industries. Green marketing follows three 'R's namely- Reuse, Recycle and Reduce and the green products are having the characteristics of originally grown, recyclable, reusable, biodegradable, non-toxic chemical, eco-friendly packaging and so on. So consumers can use them without environmental worries and companies can also make good profit by charging premium price for their quality products.

While comparing the green initiatives in manufacturing industry and service industry, the initiatives for environmental protection seems to be less in services sector. It is so because the negative impact on environment is more visible in manufacturing industry, as the units involve consumption of raw material, waste generation and manufacturing process which cause pollution. On the other hand service industries like banks, food and beverage, transportation etc. are also consuming natural resources or the physical components and create negative impact on the ecological balance (Stephen .J. Grove, Raymond .P. Fisk, Gregory .M. Picket, and Norman Kangun-1996).

Thus Green service marketing is important for the conservation of environment and sustainable development. . In India, service sector is considered to be the backbone of economy which contributes more than half of GDP and the major components of the sector includes banking, insurance, other financial services, transport, defence, public administration, hotels and restaurants, entertainments, communication and services relating to broadcasting.

One among the components of service sector which have reached tremendous growth in the past few decades is food service sector, especially the restaurant industry. It is considered to be the 3rd largest service sector preceded by retail and insurance sector and it is 20 times bigger than film industry, 4 times of hotel and 1.5 times of pharmaceutical industry (National Restaurant Association Report – 2018-19). The major reason for this rapid development can be traced from the busy life of people, as majority are employed and they cultivates a habit of "dining out" or "taking parcel" to save their valuable time. The increased demand for restaurant services in turn indicate that the restaurant industry is consuming natural resources on a large scale, and the wastes generated and pollution created is also high as it involves production of ready to eat food items, parcel services, table service and usage of energy and water. Thus the impact on environment is paramount and it needs to be corrected through eco-friendly measures.

Thus it is evident that green marketing initiatives in restaurant industry can preserve ecological balance and societal health to a great extend along with increased reputation and financial performance of restaurant units. In congruence with increased attention on environmental preservation, the proposed study titled "Green marketing: Perspectives, Practices and Performance in Food Service Sector" attempts to evaluate the green initiatives of restaurant industry in the State of Kerala.

CONCEPTUAL FRAMEWORK

Green Marketing

The concept of green marketing has been around since the first earth day in 1970. But the term actually came into practice in the late 1980s and early 1990s. The American Marketing Association (AMA) held the first workshop on "ecological marketing" in 1995. The workshop resulted in the publication of first book on green marketing named "Ecological Marketing". The concept is evolved through 3 phases: ecological (focused on solving environmental problems), environmental (focused on clean technology for reducing pollution and waste) and sustainable (preservation of natural resources).

Green marketing simply refers to selling products or services by highlighting their environmental benefits. Consumers recognize such brands by terms "organic", "eco-friendly", "recyclable" or "sustainable". The goals of green marketing are:

- Implementing sustainable business practices
- Demonstrating social responsibility
- Reducing expenses (packaging, transportation, energy/water usage etc.)
- Demonstrating how safe and mindful products or services are.

Green Consumerism

Green consumerism refers to the situation in which consumers want to buy things that have been produced in a way that protects the natural environment. Based on the pro environmental benefits, green consumerism entails the production, promotion and advancement of the utilization or use of goods and services. The green attitude of an individual is influence by various socio economic and cultural factors and it encourages people to be more aware about the firms' production process and directs them to buy or use only product and services that do not harm the environment.

Green Marketing in Food Service Sector

The changing attitude of consumers and Government authorities force the business organisations to follow their Corporate Social Responsibility (CSR) especially in the form of

environment friendly initiatives. When the organisations are not agreeing with this, they can't survive in the market. Thus one of the major reasons for going green is the 'pro-environmental behaviour' (Booi- Chen Tan and Feik- foong Yeap-2012)developed among the consumers in the context of drastic climate change, global warming, ozone depletion and other environmental issues. The green initiatives must be followed by both manufacturing industries and service industries.

Among the service industries, food and beverage sector plays a dominant role as it serves the basic need of human being, without which human beings can't survive. The sector contributes towards economic growth and employment generation of a country. While taking into account, the total number of hotels and restaurants all over the world, it will definitely be a huge number, which in turn indicate that their contribution towards environmental problems will also be very high. Because the industry consumes large quantity of natural resources such as water, food crops and energy and also creates pollution by way of emission of toxic gas, contamination of water, wastage of food, plastic food packages and so on. Consumers always demand clean and quality food products and now they are interested to know how much the organisation compromises on the environmental conservation in order to make their products attractive to their customers. The organisations which follow green practices always have good image in the society and they can earn accordingly. It is an accepted fact that a consumer is willing to pay premium price for a green product, if it satisfies his or her own needs and the social needs regarding environment protection (F.M Khan and S. Ahmad-2014). The organisations should try to provide organic food service which caters into the needs of consumers with minimum impact on environment.

In general, green perspective in a restaurant or hotel can be divided into three categories: Health concern, Environmental concern and Social concern (Gunce Choi and H.G Parsa-2008). Health concern means the restaurants can support healthy life style of their customers by offering healthy choices, low fat items and vegetarian food on menu with nutritional details of the concerned item. To ensure safety of food and sustainable development, organisations can use organic produce pr locally grown produce or meat, and can be prepared with seasonally available ingredients only. Environmental concern indicates the participation of the organisation in environmental activities, implementation of energy saving measures, steps for reducing pollution, establishment of recycle mechanism and so on. Thirdly, social concern stands for development of socially responsible design, marketing, human resource management and community involvement. For example restaurants can take active part in

community programs, or may introduce written vision or mission or they can give employment opportunities to disabled persons or senior citizens. All these can help a food service unit to recognise itself as a green hotel or restaurant, provided that these initiatives are well communicated with the consumers and general public. The units should also accept the fact that cost of green initiatives increases the profitability, only in the long run and not in the short run.

Restaurants

A restaurant is an organization which is engaged in providing ready to eat food items and drinks to the customers, which may vary from one to another, according to the preparation style, serving methods and price. It is smaller than a hotel and sometimes present inside the hotel. It provides facilities like parking, washrooms, play area for kids and lounge. The products served by a restaurant vary from basic to expensive food and drinks. They provide only dining services and usually operates in single or double storeyed indoor complex.

RESTAURANT INDUSTRY IN INDIA

The Indian restaurant industry is worth Rs.75, 000 cores and is growing at an annual rate of 7%. The industry is highly fragmented with 1.5 million eating outlets, of which a little more than 3,000 outlets form the organized segment. However, the organized segment is rapidly growing at an annual rate of 16%. Quick service segment is the clear winner in the eating out market with a growth rate of 21%.

Organized Segment is expected to reach Rs.22, 000 cores by 2017, driven by:

- Rising disposable income
- Nuclear family structure
- Increasing working population
- Rapid urbanization and consumerism
- Increased private equity interest

Segment	**Market Size (Rs. Cr)**	**Expected Growth Rate**
Quick service restaurants	4675	21.5%
Casual dining	2365	11.9%
Cafes	1265	12.3%
Fine dining	1045	12.0%

Pubs, bars, clubs and lounges	963	11.0%

Brands by Segments

- Quick Service Restaurants (QSR): Domino's, KFC, McDonalds
- Casual dining restaurants: Pizza Hut, Yo! China, Sagar Ratna
- Cafes: Cafe Coffee Day, Barista Lavazza, Costa Coffee
- Fine Dining Restaurants: Mainland China, Sahib Sindh Sultan, Copper Chimney
- Pubs, bars, clubs, lounges: Hard Rock Cafe, Xtreme Sports Bar, TGIF

Key Private Equity (PE) & Venture Capital (VC) Firms which have invested in the Restaurant Industry

- NSR: Coffee day (360cr), Adiga's (200cr), Ohri's (200cr)
- India Equity Partners : Sagar Ratna (180cr)
- SAIF Partners: Specialty Rest. (120cr), Ammi's Biryani (40cr)
- Everstone Capital: Pind Balluchi (110cr)
- ICICI Venture: Devyani Intrnl–Pizza Hut, KFC, Costa (250cr)
- Aditya Birla PE: Olive Bar (54cr)
- Premji Invest: JSM Corp-HRC, Shiro, CPK (130cr)
- TVS Capital: Om Pizza (50cr), Indian Cookery-Yellow Chili
- Helion Venture: Mast Kalandar (33cr), Booster Juice (16cr)
- Sequoia Capital: Faaso's (28cr)
- VenturEast: Goli Vadapav (26cr)
- IncuCapital: Steammo (40lakhs)
- Matrix India: Yo! China (27cr)
- Accel Partners : Kaati Zone

In a typical PE investment, usually 30-40% stake represents 150-200 crores and the same is accounted for 20-30 crores in a typical VC. Such investments are commonly used for brand building, to open new outlets, standardize and to expand to other geographic locations.

LITERATURE REVIEW

Kuocheng Chung (2019) studied how the green marketing strategies of hotel influences customers' purchasing behaviour. Three hotel managers and two scholars with practical experience in the hotel are selected in order to conduct semi-structured interviews. Survey data is collected from 836 green hotel customers in Taiwan, selected through stratified random sampling. Green image, green marketing orientation, customer loyalty, stakeholders' environmental pressure and CSR are the variables examined under the study and the study used the Likert scale anchored between 1 ("strongly disagree") and 7 ("strongly agree."). The definition of concern of customer loyalty refers to the degree of affinity a customer has for a product or service of a certain company, forming a preference and repeatedly purchasing the product or service of the company. Stakeholders' environmental pressures s defined as stakeholders (employees, suppliers, vendors, etc.) allow companies to comply with the legal norms of mandatory pressure. The major tools used for analysis purpose include partial least squares, Harmon's one factor test and structural model. The reason for choosing partial least squares (PLS) is to enable researchers to assess causal relationships between indicators/topics and to validate potential variable causal relationships. The PLS statistical method can explain the current complex relationship based on the overall model. PLS can assess the overall fitness of the model through structural models and measure the discriminant validity using the heterotrait-monotrait ratio of correlations (HTMT) to measure the fit of the model The study concluded that green marketing orientation can link customer image and customer loyalty. There is positive impact of stake holder pressure on green marketing. Companies must aim for sustainable green strategies for customers to purchase or consume products for a long time.

Edyta Rudawska (2019) conducted a study focused on the sustainable practices of European food and drink industry which is considered to be the largest manufacturing sector in the world. The research covers 770 SMEs including B2B and B2C companies located in UK, Spain and Western Germany. The primary data is collected from CEOs and CMOs of SMEs through semi structured interview and secondary data is collected from sustainable marketing reports. The important variables analysed include: sustainable product, sustainable price, sustainable distribution, sustainable communication and sustainable people. Factor analysis and U Man Whitney test were used to examine the significance of difference between B2B and B2C companies. The results indicates that sustainable marketing practices are found

more in B2B companies since the product, price and distribution strategies are visible to the customers. B2B companies are forced to be more eco-friendly as the business partners' co-operation is required, who are environmentally more sensitive than individuals.

Deepak Jaiswal and Rishi Kant (2018) carried out a research work aimed at identifying green purchasing behaviour and green purchasing intention in the Indian context. The study is based on structural equation model where the primary data is collected from 351 young adult and educated customers through self -administered questionnaire. A pilot study among 30 research scholars was conducted. Exploratory factor analysis and chi-square test is applied using SPSS and AMOS. The study proved that attitude towards green product is positively and significantly related to green purchase intention. The structural equation model analysis purported that there is no significant impact of perceived environmental knowledge on attitude towards green products and green purchase intention.

Yi Shan Yu, Min Luo and Dong Hong Zhu (2018) analysed how the quality attributes of green restaurants influences the confirmation of the visiting customers' expectations of restaurant quality and subsequent patronage intention in the context of location based recommendations. The sample consist 261 valid questionnaires filled by undergraduates in China. The major variables studied include presentation, freshness, variety, expectation confirmation of food quality, employee, service and patronage intention. The analysis part is done with the help of smart PLS 2.0 M3 software package. The results elicit that food quality, service and ambience quality have a greater impact on visiting consumer's patronage intention regarding green restaurants. Customers are concerned about attractiveness, variety and freshness of green food items.as far as service quality is concerned, the attitude of employees plays a significant role in customer patronage.

Yi-Man Teng, Kun-Shan Wu and Di-Man Huang (2014) exerted an integrated model in order to combine the value-attitude-behaviour model with environment concern for the purpose of discovering the underlying values, attitude and intention of Taiwan consumers' green restaurant patronage. The sample drawn includes 254 respondents who attained the age of 20 and primary data is collected through face to face surveys conducted by trained interviewers. Exploratory factor analysis and chi-square test is used for data analysis purpose and the findings elucidate that the personal values, particularly universalism and benevolence significantly influences the customers' attitude, environmental concerns and their intention to visit green restaurants. Environmental concern alone cannot influence the green restaurant

patronage, i.e. the customers may show concern for the environment but they may not actually dine in the green restaurants.

Robin B. Di Pietro, Yang Cao and Charles Partlow (2013) carried out a research study for the purpose of understanding the customers' perceptions and purchase intentions in an upscale green certified restaurant on a university campus located in the south-eastern U.S.A. The study followed convenience sampling method and the sample consist of 2500 past and current customers. The data were analysed with SPSS using descriptive statistics, independent sample t-test, ANOVA and correlation technique. The study reveals that the customers are having knowledge about the green practices but they are interested to know more about the restaurant green initiatives. Effective communication of green initiatives is essential for good customer patronage. There is a favourable attitude towards green restaurants, especially among women and educated customers. The study also confirmed that the customers who follow green practices in their personal life have more tendencies to visit green restaurants

Eric S.W Chan (2013), in the context of increasing green washing practices, made an attempt to identify the gap between hotel managers' and customers' perceptions of the relative importance of green marketing initiatives. . Independent samples t-tests and one-way analysis of variance (ANOVA) were used to examine the significant differences between the ways in which hotel managers and customers rate the importance of these activities. The responses are collected from 55 hotel managers and 1035 customers. Both groups of respondents opined that internet can be used as the important medium for disseminating the green initiatives to customers and the customers are ready to pay premium price for green services. The two statements that gained the highest level of agreement amongst both hotel managers and customers were: "The internet is an effective channel for marketing a hotel's green initiatives directly to customers"; and "Green hotels can elevate industry members' image and reputation to attract green tourists who demand green accommodation when travelling". Both also perceived: "The environmental claims in advertisements are often met with criticism from competitors and consumer organisations"; "Hotel customers are willing to pay a higher price for eco-facilities"; and "Customers are willing to pay a higher green price if part of the amount paid is donated to green activities" to be the three least important statements. The results also indicated ten over-perceptions and three under-perceptions amongst hotel managers, thus implying that they may require a better understanding of

customer expectations. Several demographic differences were also identified. Female hotel managers and customers were found to be more concerned with green hotel products and a green image; hotel managers aged over 59 were found to have reservations about certain green marketing strategies probably because of service quality issues, although green supporters are in general older than average; younger customers aged between 20-29 become more concerned about environmental issues; and customers with a Master degree level of education or above challenged whether hotels are truly innovative in their development of green products and services and had reservations about the use of eco-labels.

Arminda M. Finisterra do Paco and Mario Lino Barata Raposo (2010) conducted a survey of 887 Portuguese customers above the age of 18 was conducted to determine the market segmentation of green consumers based on several environmental variables and to investigate the perceptions and behaviours about green consumerism. The study identified 3 major green consumer segments namely: “the committed”, “the green activists” and “the undefined”. The first category is having more environmental knowledge but seems to have less eco-friendly consumption, the second one is moderately aware about the environment but shows favourable attitude towards eco-friendly measures. The last section includes less educated people and they believe that their actions do not contribute to improve the environment, even though they have a positive attitude towards recycling.

Hsin-Hui Hu, H.G Parsa and John Self (2010) conducted a study to find out the important factors that influences the consumer patronage towards green restaurants in Taiwan. The sample consist 393 customers in a busy retail centre in Taiwan, who were randomly invited to participate in the survey. This study specifically discusses the relationships between consumers' knowledge of a restaurant's sustainable practices, environmental concern, and ecological behaviour and their intention to patronize a "green" restaurant. Descriptive statistics, Structural equation model and chi square were used for data analysis. The results unveiled that mere implementation of green practices is not enough, as there is a need for effective communication of green initiatives towards the customers. Consumers’ knowledge about sustainable green practices and environmental concerns plays a significant role in green restaurant patronage. Demographic factors such as age, education level, income determines the customers’ intention to dine at a green restaurant.

From the review of earlier research works, it is clear that the growth of research on green marketing in general, and restaurant green marketing in particular, can be traced from the

beginning of 21st century, where the society began to face severe environmental worries. The studies gave emphasis on the relevance of going green in business organizations, for the environmental preservation in congruence with the increased organizational performance. The number of studies focusing on green initiatives in restaurant industry is less, and in Indian context it is on the beginning stage. And it is evident that most of the studies are focusing on customers' perception towards green restaurants. In Indian context, researches which give emphasis on evaluating green initiatives of restaurants is least explored. Particularly in the state of Kerala, no studies have been undertaken to analyse the green marketing initiatives of restaurant industry.

STATEMENT OF THE PROBLEM AND RESEARCH QUESTIONS

Environmental impacts are more visible in case of manufacturing industries, as they involve consumption of raw materials, waste generation and malevolent production processes. Consequently, the seriousness of 'greening' is not so visible in service sector, even though it is the larger contributor of GDP in many countries. In India, service sector is considered to be the backbone of economy which contributes more than half of GDP and the major components of the sector includes banking, insurance, other financial services, transport, defence, public administration, hotels and restaurants, entertainments, communication and services relating to broadcasting.

One among the components of service sector which have reached tremendous growth in the past few decades is food service sector, especially the restaurant industry. It is considered to be the 3rd largest service sector preceded by retail and insurance sector and it is 20 times bigger than film industry, 4 times of hotel and 1.5 times of pharmaceutical industry (National Restaurant Association Report – 2018-19). The major reason for this rapid development can be traced from the busy life of people, as majority are employed and they cultivates a habit of "dining out" or "taking parcel" to save their valuable time. The increased demand for restaurant services in turn indicate that the restaurant industry is consuming natural resources on a large scale, and the wastes generated and pollution created is also high as it involves production of ready to eat food items, parcel services, table service and usage of energy and water. Thus the impact on environment is paramount and it needs to be corrected through eco-friendly measures.

Thus it is evident that green marketing initiatives in restaurant industry can preserve ecological balance and societal health to a great extend along with increased reputation and financial performance of restaurant units. In congruence with increased attention on environmental preservation, the proposed study titled "Green marketing: Perspectives, Practices and Performance in Food Service Sector" attempts to evaluate the green initiatives of restaurant industry in the State of Kerala.

Research Questions:

1. How the socio-economic factors of the respondents influences their sustainable or green practices?
2. How the perception of the restaurants is related to their green marketing practices?
3. How the practice of the restaurants is related to their green marketing performance?

OBJECTIVES OF THE STUDY

1. To study the socio-economic profile of respondents.
2. To analyse the green marketing policies, practices and performance of owners of the restaurants.
1. To know the consumer behaviour about green marketing and their practices.
2. To study the importance of green marketing in food service sector in Kerala.
3. To suggest the suitable model for green marketing to the restaurants and the society.

HYPOTHESES OF THE STUDY

H_1= There is a positive correlation between perceptions and practices of the green marketing

H2= There is a positive correlation between practices and performance of green marketing

H_3= There is a positive correlation between consumers' socio economic factors and their green marketing orientation

RESEARCH METHODOLOGY

The study is empirical in nature and proposed to be conducted in food service sector, more specifically in the restaurant industry in the state of Kerala. The study makes use of both primary and secondary data. For collecting primary data the researcher develops two sets of questionnaire; one for restaurants and one for customers. The secondary data is obtained from journals, published reports of various Govt. and Non-Govt. agencies and websites.

The Kerala state consists of 14 districts, among which districts namely Kozhikode, Ernakulum and Trivandrum are having the highest number of restaurants within corporation limits. In Kozhikode there are 598 restaurants within the corporation limit, where there are 808 and 961 restaurants in Ernakulum and Trivandrum corporations respectively, according to the report of Department of Economics and Statistics, Government of Kerala. The Department of Economics and Statistics conducts survey of hotels and restaurants periodically, where the restaurants are categorized into 3 categories: Restaurants located in Panchayath, Municipality and corporation. The current study covers only those restaurants situated in corporation limits of Kozhikode, Ernakulum and Trivandrum assuming that the no of food parcel services and customer flow is higher in cities, when compared to rural areas. Particularly, in cities, the number of nuclear families where couples are employed, is quiet high and they are cultivating the habit of frequent dine outs, to save their valid time.

Sample Design

Stratified sampling method is followed to select restaurants and customers, by dividing the entire state into southern, central and northern Kerala, and then selected one district from each zone (viz. Kozhikode, Ernakulum and Trivandrum) which is having the highest frequency of restaurant located within corporation limits.

The total number of corporation restaurants in 3 districts is 2367. A total of 25 restaurants are taken proportionately from all the 3 districts (Kozhikode-6, Ernakulam-9 and Trivandrum-10) for the purpose of the study.

Parameters used for the selection of restaurants:

- Minimum 5 years of experience in restaurant sector
- Fine dining and casual restaurants
- Sole proprietorship restaurants
- Veg and non-veg menu
- Large number of parcel or delivery services

Sample size of customers is determined using Cochran's formula. Cochran's formula is appropriate in situations with larger population. The formula is;

$$n_0 = \frac{z^2pq}{e^2}$$

e = desired level of precision

p= estimated proportion of the population which has the attribute in question

q=1-p

z= z value found in 'z' table

Thus the sample size of the customers is calculated as follows:

e = 5%

p= 0.5

q= 1-.05

z= 1.96 (corresponding to 95% confidence level)

$\therefore n0 = (1.96)^2*0.5*0.5/(0.05)^2$

$= 384.16$

$=385$

Parameters used for selection of consumers:

- Members of nuclear family
- Husband and wife are employed
- Residing in corporation limits of 3 sample districts
- Habit of dining out

Data Analysis

The study makes use of both primary and secondary data, and descriptive and inferential statistical techniques are used for analysis purpose.

SCOPE AND LIMITATIONS OF THE STUDY

The study is conducted in the State of Kerala, with special reference to the Districts namely Kozhikode, Ernakulum and Trivandrum which are having the highest number of restaurants located within corporation limits. It takes into consideration only fine dining and casual restaurants which belong to sole proprietorship category and having an experience of five or more than five years. The sample respondents of customers include only those who are residing within the corporation limits of the sample districts. The study is not free from the limitations caused of time, financial resources and availability of primary and secondary data.

CHAPTER SCHEME

The research study titled "Green Marketing; perspectives, Practices and Performance of Food Service Sector in Kerala" is coordinated in seven chapters as detailed below:

Chapter I- Introduction: This chapter consist of an overview of the research work by describing the conceptual frame work, statement of the problem, research questions, objectives of the study, hypotheses, need and significance of the study, research methodology, scope and limitations of the study and chapter scheme.

Chapter II- Review of literature: The reviews of existing studies are divided into three sections: studies based on consumers, studies based on marketers and studies which focused on both consumers and marketers.

Chapter III- Socio-economic profile of the respondents: This chapter in detail presents the socio-economic characteristics of the respondents including age, education, income, family structure, habits of dining out and food ordering and so on.

Chapter IV- Green marketing; perspectives, practices and performance: This chapter is the core chapter of the thesis which deals with both consumers' and restaurants' green marketing perceptions, practices and performance.

Chapter V- Green marketing analysis: This chapter focus on the evaluation of green marketing initiatives. The researcher, on the basis of primary data evaluates and examines the existing green marketing practices and performance, and their contributions towards the society and environmental preservation.

Chapter VI- Findings, suggestions and conclusions: This chapter explains the major findings, suggestions and conclusions of the study. The researcher identifies the future direction for further research some suitable models are proposed for maintaining green marketing in food service sector of Kerala in particular and the country in general.

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